

A Corporate Publication of Santee Cooper

POWERSOURCE

SUMMER 2014



IN THIS ISSUE: TOURISM RESEARCH | BBQ IS SERIOUS IN S.C. | LAKE LIFE | ECONOMIC DEVELOPMENT STRIDES

from the CEO



Summer is upon us, and summer heat brings the potential for high energy use. Santee Cooper is committed to helping customers reduce their use of electricity, which is good for the environment and good for customers' wallets.

Educating customers on energy use is not new for Santee Cooper. We've been handing out energy saving tips and information for decades, and since 2009 through our ongoing Reduce The Use rebate and loans program.

With Reduce The Use initiatives for residential and commercial customers, Santee Cooper has already helped customers save a significant amount of energy, and we are on track in achieving our 2020 goal of 209 million kilowatt-hours of annual energy savings.

The Reduce The Use Smart Energy New Homes program offers rebates to homebuilders who construct homes that meet eligibility requirements. Our Smart Energy Existing Homes program offers home energy evaluations, rebates and low-interest financing for approved energy efficiency improvements on homes already built.

For commercial customers, we offer Reduce The Use rebates for qualified upgrades to lighting, HVAC, building envelopes and other system improvements. Our Energy Advisors also will work one-on-one with residential and commercial customers on rebates for customized energy efficiency improvements.

Now, Santee Cooper is offering a free, online home energy audit, which makes it easier for residential customers to learn where they can save energy, and ultimately money, in their homes. The EnergyEarth online audit guides users through questions about their home's energy use and, based on their answers, the audit will make suggestions on ways users can decrease their energy use. The audit is available at santeecooper.com/energyearth.

Santee Cooper is focused on educating our customers about energy conservation, and I encourage customers to take advantage of the many energy efficiency programs we offer.

Lonnie N. Carter
President and
Chief Executive Officer

Editor

Nicole A. Aiello

Design and Layout

Tom Galmarini

Photography/ Photo Editor

Jim Huff

Writers

Kevin F. Langston

Susan Mungo

Willard Strong

Benjamin Ollie

PowerSource is

published by

Santee Cooper

Corporate

Communications.

Use of materials

is not authorized

without permission

of the editor.

Address all
correspondence to:

email: [nicole.aiello](mailto:nicole.aiello@santeecooper.com)

@santeecooper.com

phone: 843-761-7030

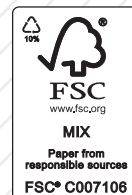
Corporate Communications

Santee Cooper

1 Riverwood Drive

Moncks Corner,

SC 29461-2901



C O N T E N T S

SUMMER 2014 // VOL. 14 // NO. 3



| | | |
|-----------------------------|----|--|
| Features | 4 | The Study of Fun <i>Willard Strong</i> |
| | 10 | Barbecue is Serious Business in South Carolina <i>Kevin F. Langston</i> |
| | 18 | Surfside Beach: 50 Never Looked So Good <i>Willard Strong</i> |
| | 22 | Lake Life <i>Susan Mungo</i> |
| South Carolina WORKS | 28 | Upping the Ante in Economic Development <i>Nicole A. Aiello</i> |
| Business Briefly | 32 | Energy Summit Highlights Regulatory Challenges |
| NewSource | 34 | Santee Cooper News |

About the Cover

Fishing is both big business and a relaxing pastime on the Santee Cooper Lakes. Fishing, easy access to the water, recreation opportunities and abundant wildlife make lakes Marion and Moultrie, and their 450 miles of shoreline, an outdoor paradise. **Read more on page 22.**

SEE MORE AT SANTEECOOPER.COM/POWERSOURCE
OR DOWNLOAD OUR APP





Clay Brittain Jr.

C E N T E R F O R

R E S O R T

T O U R I S M

where the study of fun is done

by Willard Strong
Photos by Jim Huff

Colorful beach towels drying in the sunshine at a hotel is a common sight along the Grand Strand, where about 100,000 "bedroom equivalents" are available to vacationers.

N

early 15.5 million people visit the Myrtle Beach area every year, making it one of the top travel destinations in the United States.

This position of pre-eminence is something not lost in the world of academia along the Grand Strand. Since 2001, Coastal Carolina University has been putting the complexities of tourism under the microscope.

CCU's Clay Brittain Jr. Center for Resort Tourism is nestled in the E. Craig Wall Sr. College of Business Administration. One of the center's signature endeavors is the ongoing Tourism Economy Study, in which it tracks and forecasts lodging occupancy. The center's Lodging Update is published weekly on its public website, and recapped every Sunday in The Sun News, Myrtle Beach's daily newspaper. The center's analysis is also published monthly in the Grand Strander, the newsletter of the Myrtle Beach Area Chamber of Commerce.

The center's reports and forecasts are of interest to local, regional and state government, as well as industry, because transient-lodging occupancy impacts just about every segment of the retail economy along the Grand Strand. That economy generates over one-third of the tourism revenues in the state and, according to a June Associated Press story, tourism is an \$18 billion industry in South Carolina.

The center also has a working dynamic with CCU's Resort Tourism Management program, where students who successfully major or minor in this area of study can also earn a Bachelor of Science degree in business administration. This can lay the critical foundation for a career, with the focus on management and marketing, among other areas.

Taylor Damonte

Heading up the Center is Taylor Damonte, who holds a Ph.D. from Virginia Tech and has been at CCU for 16 years. PowerSource recently sat down with Dr. Damonte for a question-and-answer session.



PS: What is the mission of the Clay Brittain Jr. Center for Resort Tourism?

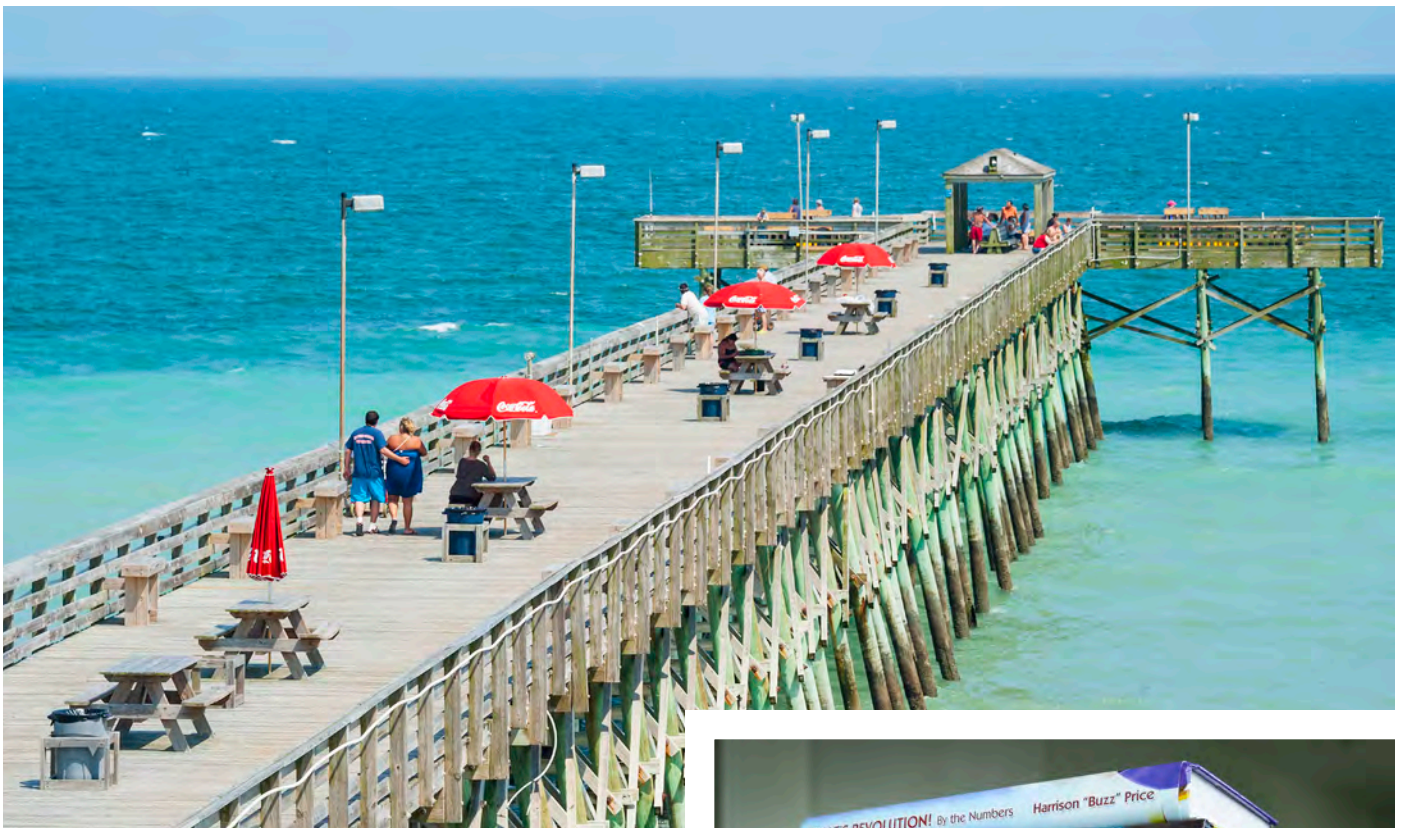
DD: The mission of the Center is to engage the local tourism industry and its host community and government in research and outreach programs conducted by Coastal Carolina University faculty and students.

PS: What are the ways you accomplish this mission?

DD: Through its ongoing Tourism Economy Study, the center tracks lodging industry demand and supply in the Myrtle Beach area. The relative change in demand for transient-lodging accommodations is an indirect indicator of the relative change in demand for all tourist experiences in the area. The Center also provides ad hoc tourism research services to private corporations and destination-marketing organizations, and city, county and state governments. These include economic impact and consumer behavior studies.

PS: How do you view your role in the overall mission of Coastal Carolina?

DD: I have two overlapping roles at CCU. First, I am a professor of resort tourism management. Second, I am director of a research center, the Brittain Center for Resort Tourism. As a professor I teach, but I also serve on community and industry boards and committees including the Myrtle Beach Downtown



The 2nd Avenue fishing pier at Myrtle Beach offers amenities that include picnic tables and umbrellas for anglers and strollers.

Textbooks: The academic side of tourism, hospitality and resort management can be found in these textbooks used in courses taught at Coastal Carolina University.

Development Commission, the Myrtle Beach Area Hospitality Association and the city of Myrtle Beach Tourism Committee. Through my experiences on those boards and committees, I am able to bring real-life issues into the classroom. For example, one of the courses that I teach is a senior-level course in resort tourism planning. In that course, students learn to create resort-area development plans that are considerate of market realities, financial realities, and the goals of the host community, its residents and government.

PS: How do you view your role in the business community along the Grand Strand?

DD: The Center's lodging research provides a key barometer for business when attempting to forecast short-term changes in business demand and for government planners when attempting to forecast changes in tax revenues and the business development cycle. Students in the Resort Tourism Management courses that I teach are also offered the benefit of those insights. Of course, since most of our students are working in internships while they are attending classes, an ability to forecast business challenges is also critical for them.



PS: What do you want the business community to know about the Center for Tourism?

DD: Businesses wanting to support, and benefit by, the Center's work can do so in a number of ways: One, they can recruit students by creating a listing on the university's Chants Job Link. Two, if interested in gaining access to extended short term forecast and segment-level reports on lodging demand, lodging businesses can participate in the study. Others can gain access to segment-level analysis and forecasts on a fee basis. Finally, the center is able to engage a diverse group of faculty and students in ad hoc tourism-related research including economic impact studies and travel consumer behavior studies.

PS: Explain the different methods of research you apply.

DD: In our ongoing Tourism Economy Study, we collect primary data on the lodging industry from two sources. First, our student



A staple of family entertainment for generations, miniature golf with its many themes and unique presentations abound in the Myrtle Beach area.

research assistants observe a “statistically random sample” of vacation rental properties advertised on the Internet each week. They record if the properties are booked and their advertised rental prices, giving us a leading indicator of the demand for daily rentals. We provide that analysis to operators of area hotels, condo-hotels, and campsites, who then provide us with their actual average occupancy and average daily rates. The results of this research are published by the Center at www.coastal.edu/business/resort each week. A longer-term forecast and segment-level analysis are also available to individual research participants and benefactors.

PS: How many staff members (graduate students) do you work with and what are their roles?

DD: We currently employ two graduate research assistants at 20 hours per week each. Together they observe more than 1,000 websites per week and are required to report their research results of those observations by Wednesday of each week, 51 weeks per year.

PS: What do you think is the most misunderstood thing about the center?

DD: Perhaps that we have a large staff of professionals who only conduct research. In fact, our research work is accomplished through the joint effort of faculty, staff and students, each working part-time on the Center’s research while they are enrolled as full-time students, or working as teachers or administrative staff. All of what we do at the center in support of industry and government is tied to student learning.

PS: What is your vision for the center?

DD: Long term, we see the center as more of a think tank where students, working in classes or in more loosely connected teams, are tasked with solving tourism-related problems. Eventually all of our classes will be offered online in addition to in-person. That will open up more opportunities for collaborative problem solving by students, business developers/operators and governments that will bring in local perspectives potentially from all over the planet.

In High Demand

Gary Loftus is an Horry County Council member who represents District 4, which includes the Socastee and Burgess communities. A veteran hotelier, the Princeton graduate is also an adjunct professor at CCU assisting with courses in business research and assisting in the Resort Management Program, which has an enrollment of more than 200 students. He works closely with Damonte.

“Our research goal here,” Loftus said, “is to help industry. We report what has happened and predict what will happen. That can be performance data and attractions data. It is also interesting that more recently, much of our growth here along the Grand Strand seems to have been in first-time visitors. The bottom line is that the



Gary Loftus, an Horry County Council member, is an adjunct professor at Coastal Carolina University and collaborates with Damonte in CCU’s Resort Management Program.

industry performance data we compile comes in very handy for business. But we're really here about the students, to give them tools to be successful."

Graduates have little trouble finding jobs, either as internships during the degree program, or in permanent career placement upon graduation. Many of the program's graduates eventually land top management positions with major hotel chains. Some eventually find their way to employment as industry consultants.

The center's research is in high demand. With limited resources, it isn't able to conduct as many studies as are requested.

"But when we can," Loftus says, "we'll put a team of students out there and do surveys. Examples of field research by students include the Coastal Uncorked wine and food festival, and such inland festivals as the Loris Bog-off and the Aynor Hoedown. Research isn't confined to the immediate coast."

Damonte says that the Grand Strand has approximately 100,000 "bedroom equivalents," including campsites. Condominiums and timeshares are part of this mix, and Santee Cooper serves most of these accommodations businesses, no matter what type. A prevailing view is that the Grand Strand has overbuilt, but thanks to public and private investment in tourist infrastructure, a dedicated destination advertising budget and new tourist attractions, he says that lodging demand is catching up with

supply. Evidence of that is a new Hilton timeshare property underway at 21st Avenue North. Featuring about 200 units, it represents a \$40 million investment.

Whatever the future holds, you can count on the Clay Brittain Jr. Center for Resort Tourism to have its finger on the pulse of the Grand Strand's hospitality industry.

Who Is Clay Brittain Jr?

An honorary founder of Coastal Carolina University, Clay Brittain Jr.'s life has focused on the three things that, in addition to the beach, define Grand Strand tourism: golf, lodging and restaurants.

A native of Winston-Salem, N.C., Brittain chairs the board of Myrtle Beach National Golf Club and has served on Myrtle Beach Golf Holiday and the South Carolina Golf Owners Association.

Beginning in the early 1950s, Brittain leased and then acquired Myrtle Beach's Chesterfield Inn, which until its recent demise was one of the oldest hotels along the strand. Forty-two years ago, Brittain opened a popular eatery, the Sea Captain's House restaurant. He has been active in the Myrtle Beach Area Chamber of Commerce for seven decades and has essentially seen the region grow from a seasonal resort to a year-round destination.

The Myrtle Beach SkyWheel near the boardwalk opened in 2011 at a cost of \$12 million and two years ago the website Officialbestof.com named the attraction the "Best Scenic Experience in South Carolina."



BARBECUE
IS SERIOUS
BUSINESS

★ I ★ N ★

SOUTH

CAROLINA

SOUTH CAROLINA SEEMS UNITED IN ITS
BELIEF THAT THE PALMETTO STATE
IS THE BIRTHPLACE OF BARBECUE
AND BOASTS THE BEST IN
THE COUNTRY.

BY KEVIN F.
LANGSTON
PHOTOGRAPHY
BY JIM HUFF





With a background in wine tasting, Lake E. High Jr. started the South Carolina Barbecue Association in 2004 with the goal of preserving and promoting the state's barbecue heritage and teaching people to become certified barbecue judges. "To be the best in South Carolina is to be one of the best in the country," he says.

“Taste has no system and no proofs. But there is something like a logic of taste: the consistent sensibility which underlies and gives rise to a certain taste. A sensibility is almost, but not quite, ineffable. Any sensibility which can be crammed into the mold of a system, or handled with the rough tools of proof, is no longer a sensibility at all. It has hardened into an idea...”

- SUSAN SONTAG, 1964

Most folks probably wouldn't associate the cultural and intellectual celebrity Susan Sontag with barbecue, but her thoughts on taste and its subjectivity are most certainly relevant in this context. To wit: Ask 10 strangers where you can find the best barbecue in South Carolina, and you're bound to get 10 different answers. Ask those same strangers which sauce is the best, and you'll probably fail to reach a consensus. The only certainty is every answer to these two questions would be defended passionately.

Barbecue is sacred in South Carolina and anyplace else that claims to be its “birthplace” or “capital.” There remains heated debate among fans over where it came from, what its definitive sauce is, and even whether true ‘cue is pork or beef. They can't even agree on its proper spelling.

South Carolina is out to set the record straight at least on one account. Just as the Palmetto State has asserted itself over North Carolina as the true birthplace of Andrew Jackson, so too is it claiming to be the definitive birthplace of barbecue.

Is it Barbecue, Barbeque, BBQ or Bar-B-Q?

The Oxford English Dictionary states, “barbecue” and adds its Spanish origin likely came from the Arawak word “barbacoa,” which described a wooden frame on posts used for sleeping on or storing meat and fish to be dried.

This version of the story reaches back five centuries when early Spanish settlers introduced pigs to what is now the Parris Island area of Beaufort County. The settlers watched the indigenous tribes cook with open pits, and the technique was eventually adapted to pork. Barbecue was born. Or so we say.

South Carolina is strong in its conviction as the Bethlehem of barbecue. Gov. Nikki Haley recently signed a bill that declared barbecue “the official State Picnic Cuisine of South Carolina.” The bill's language asserts the Palmetto State as “The Birthplace of Barbecue.” The state's department of Parks, Recreation and Tourism even created a \$1.2 million marketing campaign around this contention to promote what it calls the Official South Carolina BBQ Trail, which features 220 barbecue restaurants, diners, dives and smokehouses. What they know is people are willing to travel far and wide to find that proverbial Holy Grail of barbecue.

One of them is Lake E. High Jr. As the founder and president of the South Carolina Barbeque Association (SCBA), he seeks to preserve and promote South Carolina's barbecue tradition

and culture. SCBA also teaches people to become certified barbecue judges and helps organize up to 40 barbecue cook-off events each year. High's become something of a barbecue expert along the way and has been on a crusade to prove South Carolina is barbecue's birthplace. He's even written a book about it.

"Yeah, I'm the man," High said.

As a child, High remembers watching his uncles cook hogs over an open pit, and he's never forgotten the smell of Levers, a place his father took him when he was 5. In his 20s, his job took him all over the state, and he never missed a chance to eat at a barbecue spot. He can't settle on a hard number, but he suspects he's eaten at "hundreds" of South Carolina barbecue joints over the years.

As you can expect, High is very opinionated about barbecue, beginning with his thoughts on the use of the word "barbecue."

"A lot of people will throw some burgers and hotdogs on a grill, or they'll slather some chicken with sauce and call it barbecue," he said. "That's just not correct. Barbecue is pork, not beef. That's barbecued beef. You can barbecue beef just like you can barbecue possum, but it's not barbecue. Barbecue is special. It has to be cooked a long time, and it takes a lot of talent to do it right."

High's background is in wine tasting, and his goal with SCBA was to apply a similar judging standard to barbecue.

"There are several factors to consider when tasting wine: the soil, the region, the grape, the year," High said. "Barbecue is no different. What kind of wood did they use to smoke the pork? Was it a whole hog, a shoulder or a butt? What kind of sauce do they use? Are they cooking with gas, charcoal or wood? It's very nuanced, and our judges are taught this. We've had judges from other parts of the country tell us nobody does it better than we do in South Carolina."

The South Carolina Legislature agrees and in 2011 designated SCBA as the group that names the state's official barbecue champion. SCBA conducts a year-long contest in over 35 different locations across the state to determine the winner. The 2013 winner was All Smoked Up from Lexington County. They trail Doko Smoke from Richland County and Elite BBQ Smokers from Horry County in the 2014 standings.

"We were the first state to do it that way," High said. "To be the best in South Carolina is to be one of the best in the country, because we are the most diverse state."

What High means is as you move away from the South Carolina coast, barbecue starts to look and taste very different from its original recipe. That's because South Carolina is the only state where 'cuesaders can sample all four of the traditional sauces: vinegar and pepper, mustard, light tomato, and heavy tomato.

"Nobody else has four," High said.

Vinegar and pepper is acknowledged as the original way to prepare barbecue, and it's favored by purists and traditionalists who like a little kick to their 'cue. Light tomato sauce takes the bite out of vinegar and pepper by adding a little ketchup for sweetness. Heavy tomato sauce is sweeter still and is more like the sauce used throughout most of the country.



Greg Eaddy started out cooking hogs for his family and friends. Now it's been his career for more than 15 years. Hog Heaven, located south of Pawleys Island on U.S. Highway 17, is popular for its barbecue and also for its fried chicken and seafood.



Burning wood gives barbecue its smoky flavor, but what kind of wood to use? Pitmasters' opinions on the subject are varied, but Greg Eaddy prefers blackjack oak, a small oak native to the South and Southeast. Its density makes it a popular choice for smoking barbecue.

Perhaps the sauce most commonly associated with South Carolina is mustard. High said 18th century German immigrants can be credited with creating the state's signature sauce. As Germans settled throughout the state, particularly in the Midlands, High said they brought with them a new farming style, Lutheranism, and their use of mustard.

"We're in the Golden Age of barbecue right now, because there's so much of it," High said. "We are the barbecue state, the capital of barbecue in this country. Other states are larger and have better reputations, but you won't find better barbecue anywhere else."

Representing the large number of barbecue joints along the Grand Strand, Greg Eaddy owns and operates Hog Heaven just south of Pawleys Island on U.S. Highway 17. He learned to cook barbecue from his uncle.

"We used to do a whole hog around Christmas, and as I got older I went from doing one hog a year to 10 or 12, 15 hogs a year for friends and co-workers. I knew then that I had a marketable product, and here we are 15 years later," he said.

Eaddy learned to cook whole hogs over a wood-fire pit, but today he uses gas smokers.

"It's the best of both worlds," he said. "You get the consistent temperature control from the gas, and you get to add the smoke flavor."

Eaddy prefers to smoke his pork with black jack oak.

"I think hickory is too strong, but that's a preference. I don't want to overwhelm the barbecue with smoke flavor," he said. "We've also found that our customers like the vinegar-based flavor, but they like it toned down a bit. So we put a sauce we call 'tangy' on the pork, and that seems to sell better."

Like many barbecue joints, Hog Heaven began as a Thursday-Saturday operation, but within his first year Eaddy found out he was on to something, and he began expanding his hours.

"Then we added a Wednesday and a Tuesday and a Monday, and the next thing you know we're open seven days a week," he said.

Over time, Eaddy was able to quit his other job and devote his full time to barbecue.

"The people who do this take a lot of pride in what they do. You don't really see that kind of passion in other foods. States aren't arguing over who has the best steak, or who is the seafood capital of the country," Eaddy said. "Barbecue is different."

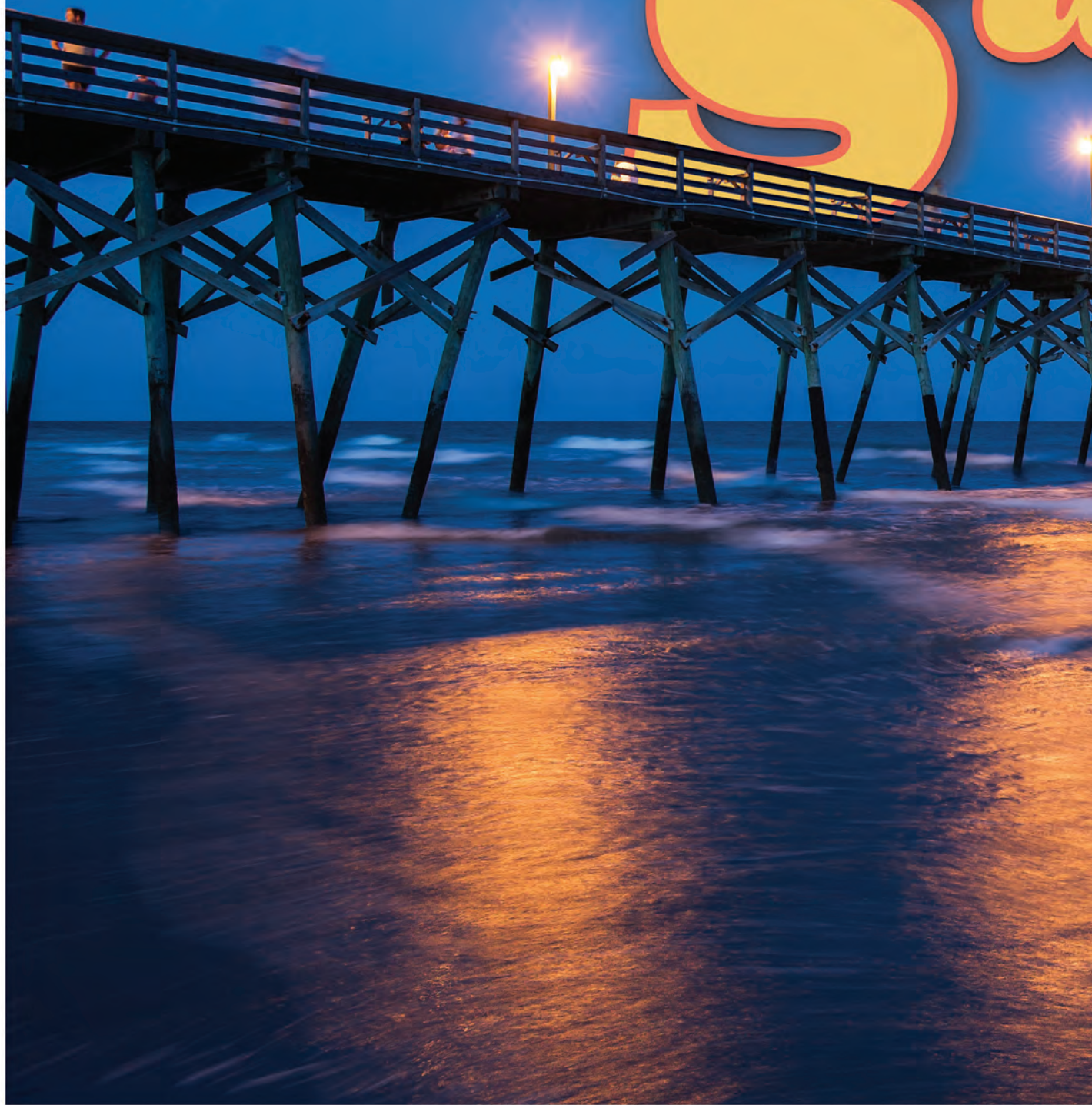
"It's just like saying, 'Our girls are prettier than yours,' or, 'Our football team is better than your football team,'" High said. "But the facts are there. South Carolina is the best place in the country to go for barbecue."

As for why barbecue is so popular?

"It's not complicated," High said. "Everybody likes barbecue: men, women, young, old, Democrat, Republican. Even Yankees like barbecue. It's good, simple as that."

Greetings from

Seaside



Surfside

B E A C H

Words
Willard Strong

Photography
Jim Huff



Fifty years ago this spring, March 14 to be exact, the town of Surfside Beach was born and a popular seaside destination began charting its own destiny.

Mayor Doug Samples and town leaders recently noted the birthday with a public event commemorating its incorporation on the grounds of the Surfside Beach library.

Former mayors and council members attended, as well as family members of founders who have passed on. A small coffee-table book, “The Town of Surfside Beach, South Carolina 1964-2014 Celebrating 50 Years,” was also unveiled. Santee Cooper has served the area since the mid-1940s.

If you’re like me, there’s a lot of history about Surfside, also known as “The Family Beach,” you might not know. For example, as far back as the 1820s, John M. Tillman owned a 3,000-acre working plantation within today’s town limits. It was called The Ark. Tillman’s estate distributed the land among his heirs in 1866, a year after his death.

By 1923, a 1,124-acre tract that was part of the Tillman property ended up with a man from North Carolina by the name of C.A. Roach. He paid only \$10,000 for the tract and called it “Roach’s Beach.”

The Roach’s Beach moniker didn’t last long. In 1924, George J. Holliday, a Galivants Ferry man, bought Roach’s tract and named it Floral Beach “in honor of his wife, Flora, and daughter, Flora May,” the history book states. The Holliday clan, prominent Horry County residents, used Floral Beach for the next two decades as a “recreation site,” according to the book. A timber mill and commissary were set up. The old Tillman house was fixed up by the Hollidays for overnight accommodations. It has the relaxing name of the Shady Side Inn.



In 1952, a group of investors, Coastal Properties Inc., purchased most of what is today's town from Floral Beach Inc. Also in 1952, the name was officially changed from Floral Beach to Surfside at the suggestion of Margaret Bryan, wife of developer Buster Bryan.

Two years later, in October 1954, Hurricane Hazel devastated Surfside, destroying 18 of the seaside resort's 65 homes. But the houses were rebuilt and Surfside grew. About 1,000 residents lived there when incorporation became a reality in 1964. There was a need for municipal services such as trash pickup, law enforcement, municipal water and building and zoning codes.

Today, Surfside has about 4,000 residents in its relatively small two square-mile area.

Many of its residents are retirees from the North. Just to the north, of course, is the city of Myrtle Beach. To the south is Garden City Beach, unincorporated, with a sizable part of its oceanfront in Georgetown County.

Surfside's focal point is the pier, owned by the town. Surfside Drive goes from U.S. Highway 17 and ends at the pier. There's been a pier there since 1953. Since its beginnings, Surfside has meant a summer getaway for families and friends. Beside the pier was an arcade, which saw its heyday in the 1960s to the early 1970s. There was a Ferris wheel, Scrambler, bumper cars, miniature golf and a merry-go-round. Surfside provided a quiet respite by the shore — and still does today.

L A K E L I F E

B Y S U S A N M U N G O

P H O T O G R A P H Y B Y J I M H U F F





Photo on previous pages: As the sun sets on the horizon, a lone fisherman casts from a private dock on Lake Moultrie.

Below: The Gervais Street Bridge in Columbia, one of only four open spandrel arch bridges reinforced in concrete in South Carolina, spans the Congaree River, part of the watershed feeding the Santee Cooper Lakes.

Bottom: Cypress trees thrive in wet conditions. They provide a scenic view and an excellent habitat for fish.



Eddie Barker has found a home away from home on Lake Marion, bringing his wife and three children on vacations and weekends to one of his favorite destinations — the Santee Cooper Lakes.

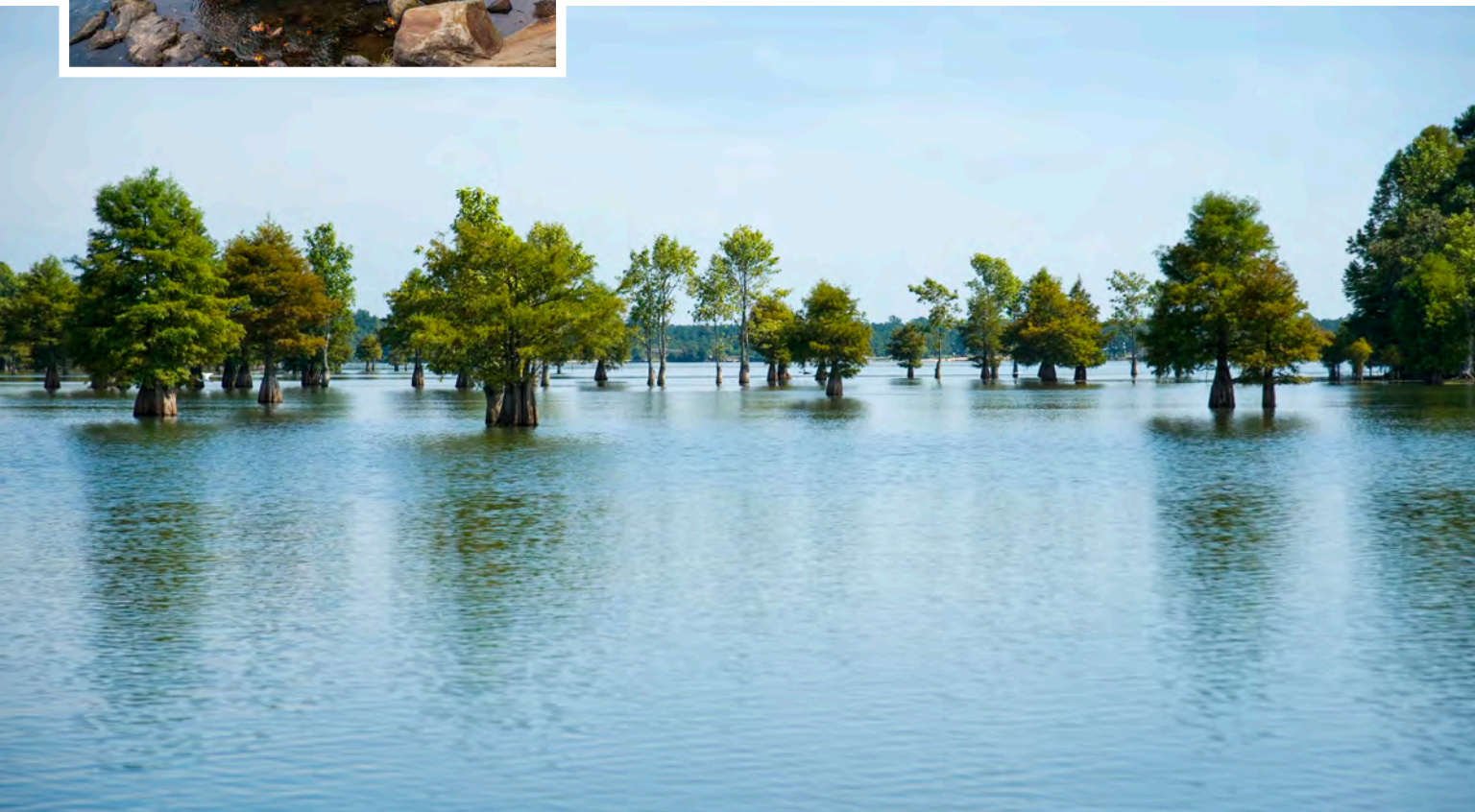
Like Barker, every year thousands of people enjoy the benefits of lakes Marion and Moultrie, part of an intricate system bringing leisure opportunities, water and electricity to the people of South Carolina. The lakes also provide nourishment to ecosystems along their paths and shores, where humans and animal species alike not only live, they thrive.

Santee Cooper originally built the lakes and harnessed their power to create electricity at its Jefferies Hydroelectric Station, a unit designed for a maximum output of 128 megawatts of electricity. In addition to providing electricity, Santee Cooper now provides water to many who live on and near the lakes, through its Santee Cooper Regional Water system and Lake Marion Regional Water System.

A trickle down effect

The lakes were created from 1939 to 1942 as part of the Santee Cooper Hydroelectric and Navigation Project. The purpose of the project was to seize the Santee River and use that water to make electricity for rural South Carolina. This was, at the time, the largest land-clearing project in American history. The lakes became part of a watershed that feeds from the Congaree and Wateree rivers upstate and flows into Lake Marion. Water from Lake Marion then flows into Lake Moultrie via the Diversion Canal. Lake Moultrie feeds into the Cooper River via the Pinopolis Lock and Jefferies Hydroelectric Station as it makes its way to the Atlantic Ocean.

Wetlands, canals and streams all channel from the lakes to create many complex ecosystems. Some are swamps that provide habitats for alligator, birds, fish and invertebrates such as freshwater shrimp, crayfish and clams. Many rare species,



such as the wood stork, depend on these ecosystems to survive. The Old Santee Canal Park, which is home to part of the original Santee Canal, offers outdoor enthusiasts a chance to rent a kayak or canoe and spend a quiet day enjoying the sights and sounds where the peaceful waters of Biggin Creek enter the Cooper River and surrounding swamp.

According to Troy Diel, park director, “Alligator, blue heron and nesting osprey are daily sightings for those who spend some time discovering this unique area.”

Lake Recreation and Family Fun

Animals are not the only ones enjoying lake life. On any fair weather day, you can find families enjoying the lakes as their playground. Together lakes Marion and Moultrie boast over 450 miles of shoreline, with more than 67 campsites, marinas, landings and recreational areas with public marine facilities. These locations offer boat ramps, bait and tackle, some lodging, swimming and other playground areas, groceries, gas and more.

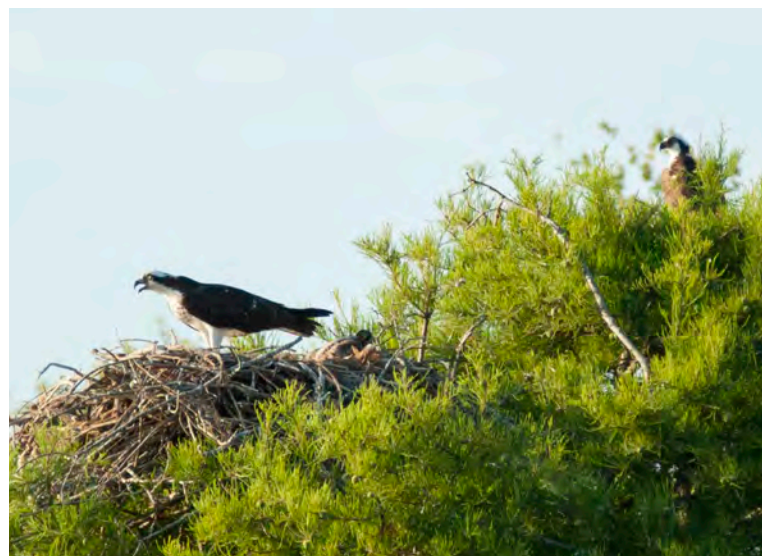
The Santee State Park, one of many camping areas along the lakes, is located near the north end of Lake Marion and a popular spot for those who are interested in visiting for a day or even a week. With 2,500 acres in the heart of Santee Cooper Country, this public park has more than 10 miles of walking trails, and picnic shelters that make day trips an educational adventure. The park also boasts more than 30 cabins, 158 campsites (RV or tent) and two boat ramps.

Kathy Bratcher, her husband Matthew and their four children, who range in age from 7 to 15, have enjoyed camping and boating on Lake Marion for years. This family lives near a river in Horry County but says pulling their camper and boat on the two-hour trip to the lake is worth the effort.

“We enjoy the lake as a family,” said Bratcher. “It is a place that leaves us all feeling happy, safe and content with life.”

With more than 5,000 homes located along the shores of the lakes, it appears that many find them the perfect place to live. Some homes are rented out, but many use their lake homes as a second home.

Barker, a Grand Strand resident, said he and his family look forward to time away from busy routines. They began spending time on the lakes about 15 years ago, usually in Cuddo Point. Just last May, Barker finished construction on their Lake Marion house, where he is considering moving to when he retires.



Top: Osprey are some of the many birds who call the lakes home. With sharp, boldly hooked talons, the osprey will dip lightly into the water to catch fish for its dinner.

Above: From the banks of Lake Moultrie, which provides a perfect place for primitive camping, Cross Generating Station can be seen in the distance. Cross is one of Santee Cooper's generation facilities that provides electricity to residents of South Carolina.



“Right now, this is a convenient and secluded, but not too secluded, place for my family and me to spend time relaxing and enjoying all the activities life on the water provides,” Barker said.

Topping the list of his favorite lake excursions: fishing.

Big Fish and Plenty of Them

Fishing is an activity enjoyed by many on the Santee Cooper Lakes. Santee Cooper Country’s website lists 32 fishing guides for those who may not already have their own favorite fishing holes staked out.

Guides take those who have never fished and those who consider themselves experts out for a day filled with catching bream, striped bass or rock fish, largemouth bass and catfish. It is not unusual for a group to catch as many as 30 to 35 fish per trip. They may not all be “keepers,” but it is said the fun of fishing is in the catching, not the keeping.

Truman Lyon is on the list of guides, and with more than 44 years of experience fishing on the lakes, he should know a secret fishing hole or two. Lyon took his first fishing trip in 1970. He was then a resident of New Jersey but fell in love with the Lowcountry, especially fishing on the lakes. He and his wife moved to Berkeley County in 1974 and have worked and lived on the lakes since.

Lyon sees new faces each year, as well as some old familiar ones who come back time and time again. His favorite fishing spots are located on Lake Moultrie, although he’s keeping the exact location of those fishing holes to himself.

“A catfish is usually the easiest fish to catch, but groups seem to have the most fun when they are catching the striped bass,” Lyons said.

Santee Cooper has a fish tale to tell. In May, Santee Cooper employees used a barge crane to make 45 artificial reefs, or fish attractors, in upper Lake Moultrie. South Carolina Department of Natural Resources (DNR) enhanced the reefs with limbs



Top left: Visitors can travel between the lakes via the diversion canal. This canal not only connects lower Lake Marion to Lake Moultrie, it also provides a productive area for anglers.

Top right: The fish in the Santee Cooper Lakes are big, but not quite that big. This sign can be seen by motorists traveling on Interstate 95 near Santee. The sign is located on Lake Marion on an abandoned section of the old U.S. Highway 301 bridge.

Above: Laughing gulls are regularly seen around the lakes. Anglers often look for flocks of gulls feeding on shad, which the strippers chase to the surface.

Right: The silhouettes of two anglers reflect on the waters of Lake Moultrie as the sun sets during a warm summer evening.

and brush from cypress trees. The making of the reefs is a joint partnership between Santee Cooper, DNR and Santee Cooper Country, and the concrete blocks were donated by General Precast Manufacturing Co. in Moncks Corner. Sites will be marked with a floating buoy sporting a fish logo. Another project is planned for later this year.

Big Fish Big Bucks

While most are into fishing for the fun of it, there are those who take it a little more seriously. The lakes have a reputation of having not only lots of fish, they are famous for having big fish that make it a desirable place for those wishing to take home that amazing fish story.

If you really have some expertise in big fish (or are perhaps just lucky), fishing on the lakes can mean big bucks. There are many tournaments that take place during the year. The Big Fish Big Bucks Fishing Derby, Thornhill Wins Rayovac FLW Series, Lowcountry

Bassmaster Working Man Tournament, Carolinas Bass Challenge and the Cabela's King Kat Tournament are just a few, offering fun and prizes for anglers who love spending time with fish and know a little more than the average Joe about the secrets of fishing these lakes. In this year's Big Fish Big Bucks tournament, sponsored by Santee Cooper Country, four \$10,000 winners pulled in some hefty fish, including a 70.9-pound catfish.

Acres of Paradise

Lakes Marion and Moultrie, which started as a project designed to revive and electrify an economically depressed area of the country, has become 160,000 acres of paradise — a haven where individuals, families, businesses and animals grow and thrive.

To learn more, visit www.santeecooper.com or www.santeecoopercountry.org.

ARTIFICIAL REEFS GPS COORDINATES

Lake Moultrie
N33° 19' 49.2"
W80° 05' 18.9"

Lake Marion (Wybooo Creek)
N33° 31' 08.5"
W80° 12' 18.5"





Santee Cooper's Economic Development team works with government officials and economic development agencies to bring industries and jobs to South Carolina. Pictured are Barry Jurs, Stacey Bond, Sam Bennett and Josh Kay.



Upping the Ante on Economic Development in South Carolina

By Nicole A. Aiello

Photo by Jim Huff

Santee Cooper is blazing a trail toward economic growth for South Carolina. Since 2012, the utility has made loans to local governments and nonprofit entities in the amount of \$32 million. In April, Santee Cooper's board of directors approved two additional measures including a second economic development incentive rate and new site readiness funds that will make \$42.5 million available over the next five years.

Santee Cooper knows it takes relationships, time, energy and money to keep the economy's growth moving forward. Economic development probably isn't something most people ponder on a daily basis, though. We think about setting our alarm clocks, going to the grocery store, meeting up with friends and how we're going to pay the bills.

The people who are in the business of creating business, however, always have economic development on their minds. These are the people who scrutinize the most minute details when it comes to keeping our economy stable and growing.

"We're always thinking about ways to get a company's attention and have them bring their business to South Carolina. Our team always has economic development on our minds," said Sam Bennett, manager of economic development at Santee Cooper. "Helping Santee Cooper and the state's electric cooperatives bring jobs to the state, to people who may need them most, is what drives us."

Good jobs don't just appear, though; they are earned. For example, when a prospective candidate wants a job, the employer interviews the candidate to discern whether or not the candidate has experience and will fit in with the team. Employers scrutinize education, hard and soft skills, accomplishments, personality traits and references. In the end, the candidate who gets the job is the one who earns the job.

It's much the same in economic development, and prospective candidates are the localities where companies are looking to relocate or expand. These places, including states, counties, cities and communities, have to have the skills, accomplishments and traits companies and industries look for in order to get the interview. Localities need to be prepared to even be in the game.

"Companies looking to relocate or expand their businesses, and the jobs that come along with them, have skilled and shrewd interviewers," said Bennett. "Their site selectors put localities to the test. They scrutinize infrastructure, site readiness, low utility costs, pro-business governments and business-friendly communities, among other things. Being prepared and flexible helps keep us above the curve and viable."

Mike Michalski is one of those skilled site selectors. As the owner of MCS Strategies LLC, Michalski seeks out locations perfect for his clients.

Santee Cooper and the state's electric cooperatives are committed to making sure South Carolina is prepared and flexible for economic development opportunities.

"The stability of a community and the leadership of a community are factors in where businesses locate because they're basically buying into the family," Michalski said. "Businesses look for history of the community trying to be successful, growing and moving in the right direction."

Santee Cooper and the state's electric cooperatives are committed to making sure South Carolina is prepared, flexible and moving in the right direction for economic development opportunities. The \$32 million we've loaned already to local governments and nonprofits are being used to build infrastructure and buildings in commerce parks served by Santee Cooper, the municipalities Santee Cooper serves and the state's electric co-ops. New industries needing at least 1 megawatt of electric load, and meeting other criteria, are also eligible for a competitive economic development rate to help them get established.

The new funds approved in April will build on these initiatives. The South Carolina Power Team Site Readiness Fund and the Santee Cooper Municipal Site Readiness Fund are designed to recruit industry and create jobs by offering grants to complete projects.

Specifically, the South Carolina Power Team Site Readiness Fund will award grants totaling up to \$6 million a year for high-value projects in areas served by the state's electric cooperatives.

The new \$2.5 million a year Santee Cooper Municipal Site Readiness Fund will offer grants for high-value projects in municipalities served as wholesale customers by Santee Cooper. Both funds are available for five years.

“We couldn’t be more grateful for the action that was recently taken by the Santee Cooper Board,” said James Chavez, president and CEO of the South Carolina Power Team. “The Site Readiness fund will help us advance sites to a ‘market ready’ status. Companies today are making site location decisions based on their ability to get their products into the marketplace. Our ability to meet their timelines by cutting construction costs and reducing construction timelines puts our sites in a unique competitive advantage.”

Michalski agrees.

“Site readiness is important. Having a product you can show companies and site selectors right away makes a difference in attracting attention,” Michalski said.

There are eligibility factors involved in earning the grants. Eligible projects must have strong potential for immediate or short-term job creation and capital investment. They also must be located in high-traffic areas, in areas deemed marketable, or in areas that are competitively disadvantaged due to lack of ready industrial sites.

All grants require a minimum 100 percent match, and all assets funded must be owned by a government entity or subdivision and served by either one of the state’s electric cooperatives or a Santee Cooper municipal customer.

The innovative economic development initiatives don’t stop there. In addition to the grants, Santee Cooper’s board of directors also approved a new economic development rate for large industry, which could lower power bills by as much as 30 percent initially for new or expanding industries.

In other words, Santee Cooper is providing the opportunity for eligible industries to save money on power costs when industries need it most—during the start-up years.

To receive that rate, a minimum of 2 megawatts of new electric load is required. Industries must also make a \$500,000-per-megawatt capital investment or hire at least 50 new employees. Companies that are eligible also must commit to a 10-year electric contract and other provisions consistent with Santee Cooper’s industrial rate schedule. The rate gradually tapers off over six years.

Energy costs are one of the top issues industries look at when researching locations. Area Development magazine states energy availability and costs typically fall in the top 10 for site-selection factors for almost any project. According to AreaDevelopment.com, respondents to Area Development’s 26th annual corporate survey ranked energy availability and costs seventh among selection factors.

In the high stakes game of economic development, competition is key. And for the sake of the residents in South Carolina, Santee Cooper just upped the ante.

Santee Cooper sets new Mini-Bond sale record

Santee Cooper's completed spring Mini-Bond sale topped all previous Mini-Bond sales. With a total of 1,917 orders placed and an average order of \$20,649, the 2014 M1 Mini-Bond sale totaled \$39.6 million. Online orders ended up at 15 percent of the total in dollars and 17 percent of the sale in number of orders.

Santee Cooper Mini-Bonds, which are tax exempt, are available during sale periods for purchase by residents of South Carolina, customers of Santee Cooper, members of the state's electric cooperatives, electric customers of the city of Georgetown and electric customers of Bamberg Board of Public Works. The term "tax exempt" means exempt from federal and South Carolina income.

Improving access, recreation on Santee Cooper Lakes

Santee Cooper began its seasonal treatments for mosquitoes and invasive water plants in May.

The prime season for mosquitoes begins as early as March and typically ends in November. Adult mosquitoes are most active 30 minutes before and after sunrise and 30 minutes before and after sunset. Mosquitoes are most populous after major rain events, such as tropical storms or depressions.

Santee Cooper typically sprays around 60,000 acres annually by truck for adult mosquito control and about 300 acres for larval control in communities surrounding the Santee Cooper Lakes.

"We have three main tactics to control mosquitoes," said Supervisor of Vector Management John Grant. "Eliminating mosquito breeding sites is the most effective. Larvicide, or treating mosquitoes in their aquatic state, and adulticide, or spraying for adult control by truck or aerially, are other methods that we use."

The chemicals used in spraying processes are EPA-approved permethrin and resmethrin, which are delivered by truck, and etofenprox, which is delivered aerially. Employees who spray are licensed with the South Carolina Department of Pesticide Regulation.

As for vegetation, Santee Cooper recently conducted helicopter treatments of EPA-approved herbicides targeting the invasive water hyacinth in Lake Marion. These applications should improve lake access for residential and commercial properties, restore recreational opportunities and help prevent the spread of water hyacinth to other areas within the Santee Cooper Lakes system.

Green Power Solar Schools give students hands-on learning

In efforts to promote renewable energy, Santee Cooper and the state's electric cooperatives continue to implement Green Power Solar Schools statewide, three of which were recently dedicated.

In February, Santee Cooper, Palmetto Electric Cooperative and the Jasper County School District dedicated Hardeeville-Ridgeland Middle School as a Green Power Solar School. In April, two additional schools became a part of the Green Power Solar School initiative. Merriwether Middle School was dedicated by Santee Cooper, Aiken Electric Cooperative and the Edgefield County School District on April 2, and Clover Middle School was dedicated by Santee Cooper, York Electric Cooperative and the Clover School District on April 23.

These schools have been equipped with 2-kilowatt solar arrays that produce electricity from the sun's rays, providing students with a firsthand look at the opportunities and challenges of solar power. The schools use a renewable energy curriculum designed especially for the program, which meets the state's science standards. Each school program is supplemented by a web-based monitoring system that provides real-time access to information on the system's performance as well as other solar schools across the country. The initiative is designed to encourage interest in the environment and demonstrate the possibilities and limitations of the renewable power generation.

Green Power Solar Schools represents one way that Santee Cooper and the state's electric cooperatives promote renewable energy. Santee Cooper and the electric cooperatives began generating and distributing Green Power in 2001 and have steadily increased renewable generation in South Carolina since, using South Carolina resources. It continues to fulfill Santee Cooper's commitment to reinvest Green Power funds back into renewable resources across South Carolina.





photo provided

SCE&G sets Super Module in V.C. Summer Unit 2 Nuclear Island

South Carolina Electric & Gas Co., principal subsidiary of SCANA Corp., placed on May 9 the CA20 module in the nuclear island of Unit 2, under construction at the V.C. Summer Nuclear Station by SCE&G and Santee Cooper.

It is considered a “super” module because it is too large to transport and requires assembly on site in the 12-story module assembly building. CA20 is part of the auxiliary building that is located outside and adjacent to the containment vessel.

The CA20 module will house fuel handling and storage areas as well as other important plant systems. The module has a footprint measuring about 70 feet long by 50 feet wide. It stands approximately 70 feet tall, roughly the equivalent of a five-story building.

“Placement of CA20 is an important milestone,” said Santee Cooper President and CEO Lonnie Carter. “It is also a bold, visible symbol of the progress we are making toward our goal, which is long-term availability of emissions-free, reliable and affordable electricity that will help our state grow and prosper.”

On June 2, SCE&G placed the first of three containment vessel rings for the Unit 2 nuclear reactor. The ring was placed on top of the containment vessel bottom head. The remaining two rings will be placed at a later date. All rings are fabricated with multiple levels of steel plates.

Two Westinghouse AP1000 units, rated at 1,117 megawatts each, are under construction at the site near Jenkinsville in Fairfield County. In an agreement announced earlier this year, Santee Cooper will own 40 percent of the new nuclear units and SCE&G, 60 percent.

Berkeley Electric Cooperative and Santee Cooper host Energy Summit

On May 9, around 60 Berkeley County public officials and business leaders heard firsthand the effects EPA regulations could have on the cost of power and the cost of business at an Energy Summit, held jointly by Berkeley Electric Cooperative and Santee Cooper.

Santee Cooper President and CEO Lonnie Carter, Berkeley Electric President and CEO Dwayne Cartwright, and Dave Mohre, executive director of energy and power division at the National Rural Electric Cooperative Association, discussed how imperative it is for policymakers to work with the electric industry to help protect the environment while preserving affordable, reliable electric service. In addition, Cartwright urged attendees to support local electric cooperatives and to make their opinions heard by sending comments to their legislators and the EPA.

For more information on the state electric cooperative’s efforts or to voice your opinion, visit action.coop.



SCJUSTRIGHT.COM

DOWNLOAD OUR iPad APP



NEWSSTAND › STORE › SEARCH *SANTEE COOPER* OR *POWERSOURCE*